DOCUMENT RESUME

ED 028 701 HE 000 535

By-Clements, William H.

Why They Don't Show in September. A Report on the Facts Relating to Failure to Enroll After Being Admitted to Wisconsin State University at Stevens Point.

Wisconsin State Univ., Stevens Point.
Pub Date Dec 68
Note-24p.
Journal Cit-Institutional Research and Studies; v3 n4 Dec 1968
EDRS Price MF-$0.25 HC-$1.30
Descriptors-*Admission (School), *College Choice, Enrollment, *Higher Education, *High School Graduates, *Student Application

The answers to why high school graduates who apply and are admitted to institutions of higher education but fail to appear in the fall may help college and universities better predict what proportion of their accepted applicants will enroll and to improve their services to prospective students. In November 1968, a questionnaire was mailed to the 999 "no shows" previously accepted for admission that fall to the Wisconsin State University at Stevens Point. The "no shows" constituted 30.4% of all the applicants accepted. Responses were received from 620 persons or 62%. According to the answers: about 86% enrolled elsewhere; only 37% indicated that Stevens Point had been their first choice. The chief reason for enrolling elsewhere was attendance at a school nearer home. Financial considerations were major determinants of institutional choice, and many of the applicants not enrolled anywhere cited financial difficulties as the chief reason. Final choice of an area of study caused many changed plans. About one-third of the male respondents not enrolled anywhere were in the armed forces. Marriage was the cause of nonattendance for about one-third of the women. A detailed analysis of the questionnaire results and comments is presented. (JS)

ED028701

WHY THEY DON'T SHOW IN SEPTEMBER

A Report on the Facts Relating to Failure
to Enroll After Being Admitted to
Wisconsin State University at Stevens Point

U.S. DEPARTMENT OF HEALTH, EDUCATION & WELFARE
OFFICE OF EDUCATION

THIS DOCUMENT HAS BEEN REPRODUCED EXACTLY AS RECEIVED FROM THE PERSON OR ORGANIZATION ORIGINATING IT. POINTS OF VIEW OR OPINIONS STATED DO NOT NECESSARILY REPRESENT OFFICIAL OFFICE OF EDUCATION POSITION OR POLICY.

Prepared by

William H. Clements, Director

Institutional Research and Studies

VOLUME 3 NUMBER 4

December, 1968

HE 000 533

Background of the Investigation

This study has come about because of speculations concerning the reasons for, and the extent of, failure of high school graduates who are admitted to the University to complete their enrollment during the fall semester. Those who fail to appear are often referred to as "no shows"; hence this study is called the "No Show Study."

Since complete statistics are seldom collected for applicants who fail to enroll in a given institution of higher education, no system-wide facts are available for these no-show applicants. How many potential students applied at more than one school? How many enrolled elsewhere? Where did they enroll and why? How many students postpone enrollment until later? What other reasons explain failure of some applicants to enroll at all?

Answers to these and other questions may help to (1) better predict in the future what proportion of the accepted applicants will enroll and what proportion will not, and (2) improve our services to future potential students.

The study was done in partnership with Dr. John Larsen, Director of Admissions, who helped design the questionnaire and who provided the basic information concerning the applicants who were accepted at WSU, Stevens Point. Robert Rossmiller, Director of Student Financial Aids, and others contributed to the wording of the questionnaire.

Analysis of data by county revealed that cancellations came more frequently from counties in which an institution of higher education was located. The cancellation rate was especially high in counties where non-public colleges are located.

On the average, the students who cancelled had shown greater academic potential than those who had not cancelled. A July 15 cut-off date was used to separate cancellations from those presumed at that time to be attending WSU at Stevens Point. The mean high school percentile ranks of those who had cancelled were: male, 63.0; female, 75.7. For those presumed to be attending, the mean high school percentile ranks were: male, 56.2; female, 70.6. Performances on the ACT tests are shown in Table 1.

TABLE 1

Mean ACT Scores for Cancelled and Non-Cancelled Applicants to WSU-SP, as of July 15, 1968

Subtests	Sex	Mean Scores: Cancelled	Mean Scores: Non-Cancelled
English	M	20.5	18.8
	F	21.4	20.9
Mathematics	M	22.9	21.9
	F	21.9	19.8
Social Science	M	20.6	22.1
	F	22.4	22.1
Science	M	24.2	23.6
	F	21.8	21.1
Cumulative	M	22.1	21.7
	F	22.0	21.1

The mean scores of Table 1 show that those who had cancelled their applications by July 15 averaged somewhat better on the ACT tests than those who had not cancelled.

Approximately 3480 persons applied to enter WSU at Stevens Point as beginning freshmen in the fall of 1968. Of this number, 3286, or 94.4 per cent, were admitted. Of these 3286, there were 2287 who actually enrolled at Stevens Point, leaving a total of 999 "no shows" who did not enroll. These "no shows" constitute 28.9 per cent of all freshmen applicants and 30.4 per cent of all who were admitted. The 999 applicants accepted who did not enroll constitute the group who are the center of this investigation.

Collection of Data

Early in November, a two-page questionnaire (see appendix) was mailed to the home address of each person on the "no show" list. As the report is being written, responses have been received from 620 persons, or 62 per cent. A list of the "no shows" was distributed to the Director of Institutional Research of each other WSU, with request that those enrolled at the institution, and if possible, those admitted elsewhere, be identified. The data collected from these and other sources are analyzed in various ways in the following sections.

Characteristics of the Population

The distribution of entering freshmen this fall by sex is approximately 57.2% male and 42.8% female. However, a noticeably higher proportion of the "no shows" were women. The 999 names included those of 525 men and 474 women. Thus, women constituted 47.4% of all "no shows". The majority of the questionnaire responses were returned by women. Total responses: 620;

male: 298; female: 322. Since approximately one-third of the questionnaires received had been completed and returned by parents, the significance of the differences in proportion of responses by sex cannot be fully determined.

A seconded characteristic analyzed is size of community of residence. The totals for the three categories are as follows in Table 2.

TABLE 2

Distribution of "NO-SHOWS" By Size of Community of Residence and Enrollment Status

Size of Community of Residence	Enrolled	Not Enrolled
Rural Resident (less than 200)	151	24
Small city Resident (2000-25,000)	212	32
Large city Resident (over 25,000)	164	22
No Response	11	4
Totals	538	82

The table summaries show that rural and large city "no shows" were nearly equal in number, while about 40 per cent came from small cities. Of the 620 respondents, 525, or 86.3 per cent are now enrolled in some other school. The proportion not enrolled is evenly distributed by community size.

Table 3 was prepared to relate the distribution of "no shows" by high school class quartile and enrollment status. Expected numbers (expressed in parenthesis) indicates that a greater than expected proportion of those who ranked in the upper quarter of their high school classes had enrolled; fewer than the expected number had not enrolled. Among students who ranked lower, fewer than the expected number had enrolled in some other college. Overall, about 86 per cent of the persons responding to the questionnaire are enrolled in some other institution.

TABLE 3

Distribution of "NO SHOWS" by High School Rank and Enrollment Status

(Expected Numbers in Parentheses)

	Enrollment Status		
High School Class Rank	Enrolled Elsewhere	Not Enrolled	Totals
Upper quarter of class	280 (265.5)	23 (37.5)	303
Upper half of class	191 (201.5)	39 (28.5)	230
Lower half of class	53 (57)	12 (8.0)	65
No Response	13	9	22
Totals	537	83	620

Where Applicants Enrolled

Since the great majority of the students admitted at WSU-SP who did not enroll here, did enroll somewhere, it is of interest to learn the extent and variety of applications they made, and where they finally did enter school. Tables 4 and 5 provide this information. Table 4 lists schools in descending order according to number who are now enrolled there. Wisconsin State University, Oshkosh, now enrolls 52 students from the list, while the University of Wisconsin at Madison and Eau Claire State rank second with 42 each. The list is headed largely by other Wisconsin State Universities. St. Norbert's College and Carroll College head the list for number enrolled in non-public Wisconsin colleges.

Of the 537 students enrolled on other campuses after being admitted at Stevens Point, 506 have indicated where they are now enrolled. The types of schools and their geographic locations are widespread. They are enrolled in 106 institutions in seventeen states. The fifty students enrolled outside

Wisconsin include: Illinois, 15; Minnesota, 7; Indiana, 6; Iowa, 6; Michigan, 3; Colorado, 2; Kentucky, 2; Ohio, 2; Florida, 2; Arizona, 1; Hawaii, 1; New York, 1; Idaho, 1; Texas, 1; New Mexico, 1; and Washington D.C., 1.

TABLE 4

Distribution of "NO SHOWS" by School Where Now Enrolled

Institution	Number Enrolled
WSU, Oshkosh	50
University of Wisconsin, Madison	42
WSU, Eau Claire	42
WSU, La Crosse	39
WSU, Whitewater	33
University of Wisconsin, Marathon Co. Center, Wausau	25
WSU, Stout	24
University of Wisconsin, Milwaukee	23
WSU, Platteville	16
St. Norbert College, West DePere	14
WSU, Superior	11
Carroll College, Waukesha	11
WSU, River Falls	9
University of Wisconsin, West Bend Campus	8
University of Wisconsin, Green Bay Campus	7
Carthage College, Kenosha	5
Madison Area Technical College	5
Northland College, Ashland	4
Lakeland College, Sheboygan	4
Marquette University, Milwaukee	3
Lawrence University, Appleton	3
Beloit College, Beloit	3
University of Wisconsin, Kenosha Center	5
Luther College, Decorah, Iowa	4
Ripon College, Ripon	3
WSU, Oshkosh, Fond du Lac Campus	3
Vocational School, Wisconsin Rapids	3
Langlade County Teachers College, Antigo	3
Valparaiso University, Indiana	3
University of Wisconsin, Fox Valley Campus, Menasha	3
Manitowoc County Teachers College	3
Milwaukee Technical College	3
University of Wisconsin, Wood Co. Center, Marshfield	5
Augustana College, Illinois	3
Western Illinois University, Macomb	2
University of Wisconsin, Baraboo-Sauk Center	2
Southern Illinois University, Carbondale	2
University of Montana, Missoula	2

(TABLE 4 con't)

Institution	Number Enrolled
Oshkosh Technical Institute	2
Mankato State College, Minnesota	2
North Central Technical Institute, Wausau	3
St. Joseph's School of Nursing, Marshfield	2
Cardinal Stritch College, Milwaukee	2
Northern Wisconsin Technical Institute, Green Bay	2
Dominican College, Racine	2
Concordia College, St. Paul, Minnesota	1
University of Tampa, Florida	1
Indiana University, LaFayette	1
Morehead State University, Kentucky	1
Colorado State College	1
Northern Michigan University, Marquette	1
Bryant & Stratton Business College, Milwaukee	1
University of Kentucky	1
University of Illinois, Chicago	1
Layton School of Art, Milwaukee	1
Bowling Green University, Ohio	1
Centerville Community College, Iowa	1
University of Wisconsin, Manitowoc Center	1
MacMurray College, Jacksonville, Illinois	1
Taylor County Teachers College, Medford	1
Trinity Christian College, Palos Heights, Illinois	1
St. Theresa College, Winona, Minnesota	1
Ball State University, Muncie, Indiana	1
Macalester College, St. Paul, Minnesota	2
Rockford Mem. School of Nursing, Illinois	1
University of Minnesota, St. Paul	1
University of Hawaii, Honolulu	1
WSU, Stout, Rice Lake Campus	1
University of Wisconsin, Waukesha Center	1
University of Wisconsin, Racine Center	1
Neenah Vocational School	1
Lorain County Community College, Ohio	1
Western Wisconsin Technical Institute, La Crosse	1
Career College Finishing School, Milwaukee	1
De Pauw University, Indiana	1
Air Force Academy, Colorado	1
City College of Cosmotology, Milwaukee	1
Eastern Illinois University, Charleston	1
WSU, Platteville, Richland Center Campus	1
Northern Arizona University, Flagstaff	1
C. W. Post College, Brookville, New York	1
Lewis Hotel-Motel School, Washington, D. C.	1
St. Procopius College, Illinois	1
Clarke College, Dubuque, Iowa	1
City College of Cosmotology, Appleton	1
University of Idaho, Moscow	1
Career Academy, Milwaukee	1
St. Mary's University, Texas	1
University of Michigan, Ann Arbor	1
Westmont College, Santa Barbara, California	1

(TABLE 4 con't)

Institution	Number Enrolled
Michigan Technological University, Houghton	1
Mt. Sinai School of Nursing, Milwaukee	1
Prof. Business Institute, Minneapolis, Minnesota	1
Racine (Wis.) Technical Institute	1
Edgewood College for Girls, Madison	1
Milwaukee Institute of Technology	1
University of New Mexico, Albuquerque	1
Fond du Lac Technical Institute	1
University of Wisconsin, Marinette Center	1
Wisconsin Lutheran College, Milwaukee	1
Concordia Teachers College, River Forest Illinois	1
Outagamie County Teachers College	1
University of Miami, Coral Gables, Florida	1
Waukesha Vocational School	1

Table 5, derived from Table 4, indicates what kinds of institutions the "no shows" are now attending. The WSU system, including branch campuses, now enrolls 229, or 45.3 per cent, while 124, or 24.5 per cent, are attending the University of Wisconsin or one of its branches. Other Wisconsin liberal arts colleges and universities enroll 56, or 11.1 per cent of these students, while technical and vocational or specialized schools claim 37 students. Nine students are attending county teachers colleges. There are 51, or 10 per cent, of these 506 students enrolled in colleges and universities outside Wisconsin.

TABLE 5
Distribution of "No Shows" by Type of Institution
Now Attending

Type	Number	Per Cent
Wisconsin State Universities and Branch Campuses	229	45.3
University of Wisconsin and Extension Centers	124	24.5
Other Wisconsin Colleges	56	11.1
Out-of-State Colleges	51	10.0
Technical, Vocational, and Special Schools (including Schools of Nursing in-state and out-of-state)	37	7.3
County Teachers Colleges	9	1.8
TOTALS	506	100.0

Further investigation of the actual enrollment of the 999 WSU-SP "no shows" is under way. The institutional research directors of the other eight WSU's have names and addresses of these applicants and agreed to report how many are enrolled locally, and when possible, how many were admitted locally. The reports received so far are summarized in Table 6. It appears likely that nearly a third of the 999 persons listed are enrolled in some other WSU. More complete data will be obtained later from the Board of Regents Office.

TABLE 6

Number of Admitted WSU-SP Applicants Who Enrolled
Or Were Admitted at Each Other WSU

School	Were Admitted	Enrolled
Eau Claire		
La Crosse	NA	40
Oshkosh		
Platteville	NA	21
River Falls		
Stout	50	38
Superior	14	9
Whitewater	106	51

Why Students Went Elsewhere

It is common knowledge that many high school graduates "shop around" and apply at several schools of higher education before making a choice. This is understandable. Many are not sure what they want to do; frequently, they change their minds after graduating from high school and before September. Section V of the questionnaire was designed to find out how high Stevens Point ranked at the time the application was made here. The question is worded, "When you applied for admission at Stevens Point, how did it rank among the schools you considered?" The responses are

tabulated as follows:

A. My first choice 219
B. My second choice 229
C. One of several I considered somewhat satisfactory 138

From these totals it can be seen that only about 37 per cent of these students considered Stevens Point their first choice. We do not know what per cent of the students now enrolled at Stevens Point would have considered this school their first choice when they applied. But the great majority of the 999 "no show" applicants must have applied at two or more colleges.

Responses to Section IV of the questionnaire are summarized below. The section reads:

"IV. If enrolled elsewhere, please check most applicable reasons for not attending WSU-Stevens Point.

a.	Financial aids are not adequate for my needs.	114
b.	Printed materials did not provide an adequate description of what I needed to know.	19
c.	My campus visit caused me to change my plans.	69
d.	I selected an area of study not available at Stevens Point.	93
e.	Attendance at a school nearer my home became desirable.	158
f.	Correspondence with University official proved unsatisfactory.	13
g.	I could not meet the payment schedule expected of me.	16
h.	I could not find satisfactory housing	
	1. In residence halls	5
	2. In housing other than residence halls	4
i.	Other: Please explain.	151 "

More than one-fourth of the responses (158 to be exact) indicated that the respondents chose another institution at least partly because they wanted to be near home. Financial problems were next in importance among reasons for choosing another school, as shown by the fact that 114 students checked item A and 16 checked item G. Examination of a substantial portion of the responses show no relationship between financial need and attendance near home. There was no tendency for students to check both response A and response E.

The travel distance factor works both ways. One Stevens Point area student said, "I wanted the freedom of living a longer distance from home." Then she added, "I may attend WSU-Stevens Point next year or in years to come if financial aid is not available at WSU-Eau Claire. If I then choose to attend WSU-Stevens Point, I will commute."

Another student said, "We plan on moving to Lake Mills, making Whitewater better geographically", and another: "We moved, and Superior was closer."

Three Illinois students chose Illinois schools, indicating location as the deciding factor. A parent explained, "Our daughter decided to go to Marquette because she could live with her sister.....we hope next year she will perhaps again consider Stevens Point."

Other typical comments follows:

"I like the University at Stevens Point; of the four universities I applied to, Stevens Point showed the most interest in its individual applicants, however, _____ was closer to my home."

"I would have attended WSU-SP if transportation home had been as convenient as from Florida." (From a student in Eastern U.S.).

The comments indicate financial concern, even though the student was favorably impressed with this school. "I appreciated all the help you gave me in my senior year in high school by your pamphlet and other brochures. I think highly of Stevens Point, and regret that financial problems prohibited me from attending", said one student.

Said another student, "I found that the financial aid offered to me by St. Norbert's was far more generous."

A student enrolled out-of-state said, "I liked Stevens Point but the other school provided more 'gift' aid to make the two financially equal. Felt smaller school, better student-faculty ratio, quality of education more appropriate to individual needs."

Another typical statement was, "Financial. I only had enough money to attend WSU-Stevens Point for one year. This includes the scholarship I won. I also figured I would be drafted sooner or later, so I enlisted in the Navy." And another: "Would have chosen Stevens Point but couldn't because of the very small amount of financial aid offered."

A home economics major liked Stevens Point but got a small scholarship at Stout. A student attending a UW extension center voiced a typical response: "I wanted to attend the center to save money. Later this year I will make another application" (to Stevens Point).

Athletic scholarships attracted some athletes elsewhere. Said one parent, "Mr. Krueger of your school had contacted us and tried to get our son some type of aid so he could play basketball at your school. But the offer at N.M.U. was so much better he accepted this offer. We feel the state should have some means of aid or help which would keep these sportsmen in our own state instead of going out of state."

"Could not afford 'till sister graduates", said a student enrolled at a UW extension center.

"I didn't consider it profitable to leave my present employer and go away to school", said technical school student in Milwaukee. Other statements follow.

"I was very much impressed with Stevens Point but because of the lack of interest in my need for financial aid, I went to a school that could offer me more."

"Going to MCUC made it possible for me to live at home and keep my part-time job which makes college much cheaper."

Part of a lengthy letter: "I think you should study your system for financial assistance. Why is it that students who really want an education but cannot beg, buy, or steal the money are turned away? My mother's

discretionary income after expenses is $2.50 per week. My father flatly refuses to assist me financially. I graduated with honors.....(several were listed). Besides this, I held down a part-time job. My best friend has very nearly the same high school record. She was turned away from Point because of financial troubles, too." (From a girl now enrolled in a technical school).

"Notice of financial aids arrived too late. Should arrive by April 10," was a comment indicating that quick response concerning financial aid is important. Some other students commented favorably on the prompt replies from Stevens Point.

"There are three kids from our family going to college this year....so I accepted a UW branch campus grant and loan. My parents don't have enough money to support all of us" was another response.

Several students indicated that they had chosen a local technical school because they could not afford college. Others chose a technical school when they changed their minds about their curriculum. Said one, "I changed my mind about curriculum. Entered data processing."

In summing up reasons for attending other institutions than Stevens Point, it should be pointed out that over and over students commented that they received a larger grant and scholarship at some other school. While many of these were non-public, a number of them were Wisconsin State Universities. A surprising number were hopeful that finances would permit them to attend WSU-SP next year. One student stated bluntly, "My reason for attending Whitewater is that it cost me $180 less than Stevens Point."

Intended Major Area of Study

Nearly 100 students decided on a major that was not available or not considered adequate here. The business majors often preferred Whitewater. The engineers chose the UW at Madison. Some home economics students chose Stout, while students seeking to learn data processing elected to enroll at a technical institute. A few were disappointed that there was no journalism major here.

Effect of Campus Visit

At least 69 students indicated that their campus visit influenced them to change their plans. Several changed their majors as a result of the visit. Others were discouraged from entering because of the "extremely dark picture and washout rate predicted by your people who gave lectures and also private counselors assigned" as one person put it. Several students found the Stevens Point campus too large and chose a smaller school. Said one student, "There is no church of my denomination here." Several others expressed a decision to enter a church-related school. One extension student was skeptical of the "unorganization in scheduling and restriction of courses."

To some students, the campus appearance was not favorable. "Too spread out" and "the place seemed empty" were two reactions. Several students chose Eau Claire because of the beauty of the campus, set apart from the business district. "The University (at Stevens Point) was too close to the business district and there were too many bars" explained one student who chose Eau Claire. "I chose Whitewater--Stevens Point has 18-year beer drinking age," said another. "The campus didn't impress me. I think it was the other kids I saw at the orientation" commented one branch campus student. Two other students did not like the looks of some of the students on campus--they looked too much like hippies.

On the other hand, quite a few students were very pleased with the campus. "I found it (the campus) extremely good-looking", said an Illinois student, and another Illinois student said, "Campus visit was very satisfactory."

Two students commented that they would start out on probation here but not elsewhere. One of these students is now on the UW-Madison campus. Several responses indicated that it was a matter of which campus was visited first. When a visit was made to a campus and it was suitable, no other school was considered.

Some students apparently felt that they had made a mistake and should have entered Stevens Point. "I was too dumb to know when I had it good", said one. It is interesting to note that 40 students definitely plan to enroll later at Stevens Point, and 37 others are strongly interested in enrolling here.

Correspondence with University Officials

Only a few students mentioned their correspondence with University officials. While some commented that response from financial aids was later than from another school, some had good comments on the promptness and helpfulness of correspondence. One student said, "It might be helpful if you could provide prospective students with a catalog listing the classes available at Stevens Point."

Another comment: "Superior's literature did a much better job of selling itself to prospective students." An Illinois student commented that where he enrolled they used personal letters, "NO mimeographed material, several personal phone calls."

In general, there were more favorable than unfavorable comments on correspondence with University officials. Said one student, "Correspondence with University officials at Stevens Point was excellent. Complete forms were received the following day after a phone call to the Administration Office.

Housing

Only nine students checked housing or the lack of it as a reason for enrolling elsewhere. Said one student now at UWM, "It was mandatory that I stay in a dormitory. But nevertheless, I am planning to come to Stevens Point for the spring semester of 1969."

So few, indeed, were the comments on housing that one must conclude that housing facilities or their lack did not dissuade many students from attending WSU-Stevens Point in the fall of 1968.

Other Factors in Enrollment Elsewhere

Most significant reasons given for enrollment on some other campus have been named. A few scattered choices show individual preferences. Two young men enrolled in Western colleges because they wanted to go West! One wanted to study oceanography, so enrolled at the University of Hawaii. One girl wanted an I.L.S. program, in which she was accepted at University of Wisconsin. Such choices are too numerous to mention.

Reasons for Not Attending College

In the previous section, attention was given to the responses of applicants accepted who enrolled in other institutions of higher education. This part of the report concerns the responses of those who did not enroll in college at all.

Section III of the questionnaire states in part, "If your answer to question I is no, please number the appropriate responses below in order of importance. E.g., (1) most important (2) second most important, etc." The responses and the number of times each was checked, are shown in Table 6. Perusal of this table reveals that financial problems played an important part in non-attendance. Eighteen students listed first the responses, "personal matters dictated that I go to work," and 34 persons

checked this response. The response, "Parents were unable to assist me financially," was checked by 33 persons, with 16 ranking it first in importance. There were 22 persons who checked the response, "School I desired was unable to offer me enough financial assistance," with 7 ranking it first. Said one student, "Money was the reason I didn't go. Unable to afford it by myself." One wife explained, "We needed a guarantee bank loan to be secure because of expensive housing. Also, my husband's registration was completed too late for him to be eligible this semester." Said another applicant who entered military service, "I don't feel that the necessary debt is worth it."

Although 24 young men indicated they were entering military service, some of them planned to attend college later under the G.I. bill. One said, "I enrolled in a military school to bring my marks up," and another said, "Am in military and couldn't get an early release."

Twenty-six persons chose the response, "I chose to work rather than attend school," and 14 listed this as first in importance. Six responses indicated health problems as a reason for not attending.

Fourteen persons indicated marriage as a contributing factor, and three indicated pregnancy as a reason.

There were numerous other reasons for failure to attend college. One wife said her husband is in Viet Nam. Said a would-be commuter, "I was only planning on taking one or two evening courses on a part-time basis; transportation was my problem for not attending this fall semester. One girl said, "I've decided to work until I turn 20 when I will be eligible for a position as an airline hostess."

Another postponed college because "I felt I wasn't ready to 'settle down' and study yet. I want to play (drums) in a 'soul-blues' group."

At least four persons said they could not find housing.

One terse note from a parent said, "Dear Sir: I am writing to inform you that.....(our daughter) was killed in a car-train accident on April 29."

One student explained that his employer offered him special schooling. "The schooling was cancelled by employer two weeks before WSU-Stevens Point's first semester began. It was then too late to change my plans. What I plan to do is attend WSU-Stevens Point beginning fall semester 1969."

TABLE 7
Reasons for Not Attending College
by Rank in Importance

		Rank							
		1	2	3	4	5	6	7	Total
A.	Entered military service	16	3	1	1	2		1	24
B.	Health problem prohibits school attendance	2				2	1	1	6
C.	Parents were unable to assist me financially	16	12	2	2	1			33
D.	School I desire to attend was unable to offer me enough financial assistance	7	7	7	1				22
E.	Personal matters dictated that I go to work	18	11	4	1				34
F.	I chose to work rather than attend school	14	6	3	3				26
G.	I was married	4	5	1			3	1	14
H.	Other	16	4	1					21
	Totals	93	48	19	8	5	4	3	180

SUMMARY

A remarkable 62 per cent return was obtained to a two-page questionnaire, which was mailed to the 999 prospective students who were admitted to WSU-Stevens Point but did not appear in the fall of 1968. These young people added helpful comments. They were frank in their explanations. This institution is grateful for their fine help in evaluating our offerings, facilities, and public relations with prospective students.

Of the 3480 students who applied to be admitted here in the fall of 1968, 3286 were admitted, or 94.4 per cent. Of this number, 999 or 30.4 per cent failed to enroll and each was sent the two-page questionnaire.

Of the 620 who responded, a little more than 86 per cent are now enrolled in some school. They are enrolled in 106 institutions in 17 states and D.C. Other WSU's claim 45.3 per cent of these students, while 24.5 per cent are in UW or extension centers, 11.1 per cent are in other Wisconsin colleges, 10 per cent are in out-of-state colleges, and 7.3 per cent are in special schools. Nine students enrolled in county teachers colleges.

Only 37 per cent of the respondents indicated that Stevens Point had been their first choice.

Chief reasons for enrolling elsewhere were, in order of frequency, attendance at a school nearer home, inadequacy of financial aids compared to those elsewhere, area of study not available or adequate at Stevens Point, campus visit produced change in plans, financial payments could not be met, printed material not adequate, correspondence not satisfactory, and lack of housing.

Of the students not now enrolled in college, financial problems area major concern. Other reasons for failing to attend included: (1) decision to work instead, (2) entered military service (3) marriage, (4) health problems, and (5) lack of housing.

There are many things we can learn from perusal of the returned questionnaire and the accompanying letters. Following are some points that should be made:

1. While many criticisms of the University were expressed in the responses, there were many favorable comments, too. In fact, the favorable comments far outnumbered the negative ones. Fortunately, the people who responded were quite frank in their evaluations.

2. Financial problems were a major determiner of the institutional choice. For some reason, many applicants found the financial aids offer more favorable at other institutions. Non-public colleges are generally more expensive, but aids and scholarships at these institutions often made costs to the student about the same as if he enrolled at WSU-SP, and the smaller school was then chosen.
3. A second important factor in choice of an institution was location. Many students chose a local institution, although some deliberately picked one where they could be farther from home. Frequently mentioned was the probability of transferring to Stevens Point in order to complete the major.
4. Final choice of an area of study brought about many changed plans and the decision to enroll where the offering is more attractive or at least available. This is as it should be. However, where applicants were misinformed or lacked adequate information concerning Stevens Point curricula, the choice may not always be the best one. Only a few thoughtful applicants took time to point out what may have been felt by many: that the University catalog should be in the hands of the applicant even before he decides to visit the campus.
5. Six out of every seven persons admitted who failed to enroll in the fall of 1968 are now enrolled elsewhere. A substantial minority of these still plan to enroll later at Stevens Point. Of those not in school, thirty per cent have plans to enter WSU-SP later, some as early as the beginning of the second semester.
6. About a third of the persons responding who are not in school are in the armed forces. About a third of the women gave marriage as a reason for not being in school.

7. Quite a few athletes who applied at Stevens Point decided to enroll elsewhere. Most of them enrolled where they could obtain athletic scholarships, even though Stevens Point may have been their first choice.

8. Prompt response to inquiries of applicants is a factor in choice of an institution. While many students spoke favorably about the correspondence with University officials, there were some who chose another institution when a financial aids offer was received from that institution first.

9. If the first campus visit was satisfactory, the applicant often decided to look no further.

10. Presence of friends and relatives on a campus often influenced the applicant's choice among institutions.

11. Most high school graduates who visited Stevens Point liked what they saw. Some chose a smaller or larger campus. A few did not care for close proximity to the downtown area, the appearance of some bearded, roughly-dressed students, or the prevalence of taverns and 18-year beer drinking age.

One who evaluates the questionnaire returns should keep in mind that these responses came from people who did not enroll at Stevens Point, at least in the fall of 1968. Those who did enroll might tell a much different story. Furthermore, there is no way of knowing how much the remaining 38 per cent who did not respond may have altered the findings.

APPENDIX A

FOLLOW-UP OF APPLICANTS TO WISCONSIN STATE UNIVERSITY, STEVENS POINT

Please complete the following form and return in the addressed, postage-paid envelope to: William E. Clements, Director of Institutional Research and Studies, WSU-Stevens Point.

I. Have you enrolled in a college or university or other institution of higher education this fall? Yes____ No____

II. If you have enrolled in a college this fall, please indicate:

A. Name of School_____

B. Location of School_____

C. Type of Institution (Check appropriate blanks)

One-year __ Two-year __ Four-year __

Publicly supported __ Privately supported __ Church related __

III. If your answer to Question I is No, please number the appropriate responses below in order of importance. Eg., (1) most important (2) second most important, etc.

A. Entered military service ____

B. Health problem prohibits school attendance. ____

C. Parents were unable to assist me financially. ____

D. School I desired to attend was unable to offer me enough financial assistance. ____

E. Personal matters dictated that I go to work. ____

F. I chose to work rather than attend school. ____

G. I was married. ____

H. Other (please specify). _____

IV. If enrolled elsewhere, please check most applicable reasons for not attending WSU-Stevens Point.

A. Financial aids were not adequate for my needs. ____

B. Printed materials did not provide an adequate description of what I needed to know. ____

C. My campus visit caused me to change my plans. ____

(Please explain why). _____

_____

D. I selected an area of study not available at Stevens Point. ____
Area of study desired _____

E. Attendance at a school nearer my home became desirable. ____

F. Correspondence with University officials proved unsatisfactory. ____

G. I could not meet the payment schedule expected of me. ____

H. I could not find satisfactory housing.

1. In residence halls. ____
2. In housing other than residence halls. ____
Please explain _____

_____

I. Other: Please explain _____

V. When you applied for admission at Stevens Point, how did it rank among the schools you considered?

A. My first choice. ____

B. My second choice. ____

C. One of several I considered somewhat satisfactory. ____

VI. To assist us in tabulating these data, please check the characteristics below which best describe you.

Male ____ Female ____

Rural Resident ____ (less than 2,000) Small City Resident ____ (2,000 - 25,000) Large City Resident ____ (over 25,000)

I graduated in: Upper $\frac{1}{4}$ of my class ___ Upper $\frac{1}{2}$ of my class ___
Lower $\frac{1}{2}$ of my class ___

VII. Additional Comments, if any.

If completed by parent, please check. ____